

WHAT IS CLAIMED IS:

1. A promoter consisting of a base sequence of following (a), (b) or (c):
 - (a) a base sequence represented by base numbers -3359 to -1 shown in SEQ:ID NO:1 in the sequence list,
 - (b) a base sequence in which a part of said base sequence (a) is deleted or another base sequence is added to said base sequence (a) or a part of base sequence (a) is substituted with another base sequence, the base sequence (b) exhibiting activity to enhance expression of a structural gene existing downstream of the promoter, or
 - (c) a base sequence that hybridizes with the base sequence (a) under stringent conditions.
2. A promoter consisting of a base sequence of following (d), (e) or (f):
 - (d) a base sequence represented by base numbers -1911 to -1 shown in SEQ:ID NO:2 in the sequence list,
 - (e) a base sequence in which a part of said base sequence (d) is deleted or another base sequence is added to said base sequence (d) or a part of base sequence (d) is substituted with another base sequence, the base sequence (e) exhibiting activity to enhance expression of a structural gene existing downstream of the promoter, or
 - (f) a base sequence that hybridizes with the base sequence (d) under stringent conditions.
3. A promoter consisting of a base sequence of following (g), (h) or (i):
 - (g) a base sequence represented by base numbers -1034 to -1 shown in SEQ:ID NO:3 in the sequence list,
 - (h) a base sequence in which a part of said base sequence (g) is deleted or another base sequence is added to said base sequence (g) or a part of base sequence (g) is substituted with another base sequence, the base sequence (h) exhibiting activity to enhance expression of a structural gene existing downstream of the promoter, or
 - (i) a base sequence that hybridizes with the base sequence (g) under stringent conditions.

4. A promoter consisting of a base sequence of following (j), (k) or (l):
(j) a base sequence represented by base numbers -563 to -1 shown in SEQ:ID NO:4 in the sequence list,
(k) a base sequence in which a part of said base sequence (j) is deleted or another base sequence is added to said base sequence (j) or a part of base sequence (j) is substituted with another base sequence, the base sequence (k) exhibiting activity to enhance expression of a structural gene existing downstream of the promoter, or
(l) a base sequence that hybridizes with the base sequence (j) under stringent conditions.
5. A gene encoding phytosulfokine precursor consisting of a base sequence represented by base numbers from -3359 to 2033 shown in SEQ:ID NO:5 in the sequence list.
6. A plasmid in which the promoter according to any one of claim 1 to claim 4 was incorporated.
7. A transgenic plant cell in which the promoter according to any one of claim 1 to claim 4 was incorporated to activate expression of a structural gene existing downstream of the promoter.
8. A transgenic plant body in which the promoter according to any one of claim 1 to claim 4 was incorporated to activate expression of a structural gene existing downstream of the promoter.
9. A method to activate expression of an exogenous structural gene or an endogenous structural gene in a plant by incorporation of the promoter according to any one of claim 1 to claim 4 into upstream of the structural gene.